

# EXHIBIT 1

**CAROL A. SCOTT**

Anderson Graduate School of Management  
University of California  
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1834 Park Blvd.  
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**EDUCATION**

Ph. D. Northwestern University, June 1975  
Major Field: Marketing  
Minor Field: Social Psychology

M.S. Northwestern University, August 1972  
Major: Management

B.S. University of Texas at Austin, December 1970  
Major: Business and history education  
Graduated with highest honors

**TEACHING EXPERIENCE**

1977 - present **University of California, Los Angeles**  
2011- Professor Emeritus of Marketing  
1989-2011 Professor of Marketing  
1980-89 Associate Professor of Marketing  
1979-80 Acting Associate Professor of Marketing  
1978-79 Assistant Professor of Marketing  
1977-78 Visiting Assistant Professor of Marketing  
(on leave from The Ohio State University)

2009 **Stanford University**  
Visiting Professor of Marketing

1985 - 1986 **Harvard Business School**  
Visiting Associate Professor, Business Administration

1974 - 1978 **The Ohio State University**  
Assistant Professor of Marketing

## ACADEMIC ADMINISTRATIVE EXPERIENCE

- 1990 - 94      Chairman of the Faculty, Department (School) of Management  
Responsible for all matters pertaining to the approximately 100 faculty FTE in the Anderson Graduate School of Management, a single department school, including: recruiting, retention, promotions, salary adjustments, scheduling and staffing of courses, and student and peer evaluation of teaching. Manage budget and process all appointments for temporary faculty.
- 1987 - 91      Associate Dean, Academic Affairs  
1993 - 94      Act for the dean in his absence. Responsible for all academic degree programs and support services including: full-time, Fully Employed and Executive MBA Programs, Ph.D. and M.S. Programs, Management Communications Program, Management Field Studies Office, Computing Services Center, and all interdisciplinary study centers (e.g., Entrepreneurial Studies Center, Finance and Real Estate, International Business, etc.).
- 1986 - 87      Assistant Dean, MBA Curriculum & Policy  
Responsible for all academic policies pertaining to the full-time MBA Program. Coordinated a review of this program which resulted in revised core curriculum; implemented computerized bidding system for course enrollment.

## JOURNAL ARTICLES PUBLISHED

- Robert A. Hansen and Carol A. Scott. Comments on attribution theory and advertiser credibility. *Journal of Marketing Research*, 13, May 1976.
- Carol A. Scott. Effects of trial and incentives on repeat purchase behavior. *Journal of Marketing Research*, 13, August 1976.
- Carol A. Scott. Modifying socially-conscious behavior: The foot-in-the-door technique. *Journal of Consumer Research*, 4, December 1977.
- Carol A. Scott and Richard F. Yalch. A test of the self-perception explanation of the effects of rewards on intrinsic interest. *Journal of Experimental Social Psychology*, 14, January, 1978.
- Carol A. Scott and Richard F. Yalch. Consumer response to initial product trial: A Bayesian analysis. *Journal of Consumer Research*, 7, June 1980.

Alice M. Tybout and Carol A. Scott. Availability of well-defined internal knowledge and the attitude formation process: Information aggregation versus self-perception. *Journal of Personality and Social Psychology*, 44, March 1983.

Deborah Roedder John, Carol A. Scott, and James R. Bettman. Sampling data for covariation assessment: The effect of prior beliefs on search patterns. *Journal of Consumer Research*, 13, June 1986.

James R. Bettman, Deborah Roedder John, and Carol A. Scott. Covariation assessment by consumers. *Journal of Consumer Research*, 13, December, 1986.

James R. Bettman, Elizabeth H. Creyer, Deborah Roedder John, and Carol A. Scott. Covariation assessment in rank order data. *Behavioral Decision Making*, 1, October-December, 1988, 239-254.

Aimee Drolet, Loraine Lau-Gesk, and Carol A. Scott. The Influence of Aging on Preferences for Sequences of Mixed Affective Events. *Journal of Behavioral Decision Making*, forthcoming.

Li Jiang, Aimee Drolet, and Carol A. Scott. Countering Embarrassment-Avoidance by Taking an Observer's Perspective. *Motivation and Emotion*, forthcoming.

## **REPORTS, PRESENTATIONS, CHAPTERS IN BOOKS**

Carol A. Scott, Decade of the Executive Woman, New York: Korn/Ferry, International, 1993.

Vicky L. Crittenden, Carol A. Scott, and Rowland T. Moriarty. The effects of prior product experience on organizational buying behavior. In Paul Anderson and Melanie Wallendorf (eds.) *Advances In Consumer Research*, vol. 14, 1986.

James R. Bettman, Deborah Roedder, and Carol A. Scott. Consumers' assessment of covariation. In T. Kinnear (ed.), *Advances In Consumer Research*, vol. 11, 1983.

Carol A. Scott and Alice M. Tybout. Some indirect effects of case vs. base rate data on information processing strategies. In R. Bagozzi and A. M. Tybout (eds.), *Advances in Consumer Research*, 10, Association for Consumer Research, 1982. (Abstract).

Carol A. Scott. On using attribution theory to understand advertising effects. In A. Mitchell (ed), *Advances in Consumer Research*, 9, Association for Consumer Research, 1981.

Carol A. Scott and Alice M. Tybout. Theoretical perspectives on the impact of negative information: Does valence matter? Abstract published in K. Monroe (ed.), *Advances in Consumer Research*, 8, Association for Consumer Research, 1980

- Carol A. Scott. Consumer satisfaction: Perspectives from self-perception theory. Paper presented at the American Psychological Association conference, Montreal, Canada, September, 1980.
- Carol A. Scott. Forming beliefs from experience: Evidence from self-perception theory. In H. H. Kassarian and T. S. Robertson (eds.), *Perspectives In Consumer Behavior*, 3rd edition, Scott, Foresman, 1981.
- Alice M. Tybout and Carol A. Scott. Extending the self-perception explanation: The effect of cue salience on behavior. In W. L. Wilkie (ed.), *Advances in Consumer Research*, 6, Association for Consumer Research, 1979.
- Carol A. Scott. Attribution theory in consumer research: Scope, issues, and contributions. Proceedings, American Marketing Association Fall Educators' Conference, S. Jain (ed.), 1978.
- Carol A. Scott. The role of self-perception processes in consumer behavior: Interpreting one's own experiences. In Keith Hunt (ed.), *Advances in Consumer Research*, 5, Association for Consumer Research.
- Robert A. Hansen and Carol A. Scott. Alternative approaches to assessing the quality of self-report data. In Keith Hunt (ed.), *Advances in Consumer Research*, 5, Association for Consumer Research, 1978.
- Robert A. Hansen and Carol A. Scott. Improving the representativeness of survey research: Some issues and unanswered questions. Proceedings, American Marketing Association Fall Educators' Conference, 1977.
- Richard F. Yalch and Carol A. Scott. Effect of initial trial of a new product on attitude-behavior consistency. In W. D. Perreault, Jr. (ed.), *Advances in Consumer Research*, 4, Association for Consumer Research, 1977.
- Carol A. Scott, Researching the broadened concept of consumer behavior. In G. Zaltman and B. Sternthal (eds.), *Broadening the Concept of Consumer Behavior*. Association for Consumer Research monograph, 1975.
- Brian Sternthal, Carol A. Scott, and Ruby Roy. Self-perception as a means of personal influence: The foot-in-the-door technique. In B. Anderson (ed.), *Advances in Consumer Research*, 3, Association for Consumer Research, 1975.
- Carol A. Scott. Hendley distributors. Consumer behavior research case in Gerald Zaltman, Philip C. Burger, and Randall L. Schultz, *Cases in Marketing Research*, New York: Dryden Press, 1975.

## **AWARDS**

1984 Outstanding Teacher of the Year, presented by MBA students at the Graduate School of Management, UCLA.

## **GRANTS RECEIVED (non-university)**

New Roles for Corporate Communications. Grant received from the Marketing Science Institute (with James R. Bettman, Richard J. Lutz, and Barton A. Weitz), December 1980 - May 1981.

## **SELECTED PROFESSIONAL ACTIVITIES**

Academic Advisory Council, Marketing Science Institute, 1987 to 1990

Editorial Boards:

Journal of Marketing Research, December 1975 to July 1985

Journal of Marketing, July 1978 to July 1986; January 1991 - August 1993

Journal of Consumer Research, December 1980 -

Occasional reviewer, Journal of Personality and Social Psychology and Journal of Applied Psychology

Distinguished lecturer at University of Pennsylvania (1978), University of Washington (1979), University of Florida (1979), Berkeley/Stanford (1980), University of California, Santa Barbara (1982)

AMA Doctoral Dissertation Competition chairperson, 1985

Treasurer, Association for Consumer Research, 1980-81

Resident Faculty Member, American Marketing Association Doctoral Consortium, 1979, 1980, 1983. Consortium speaker 1984, 1985, 1986

Program Committee, 1979 Annual Conference, Association for Consumer Research, Prof. Jerry Olson, chairman

**Consulting projects** for a number of profit, not-for-profit, and governmental organizations in Ohio and California. Assignments have included strategic marketing audits, development of strategic marketing plans, advertising planning consultation, marketing research analysis and interpretation, and expert witness testimony preparation. Member of the board of directors, Petco, Inc. (1989-1991), Sizzler International (1993-1999), A-Fem Medical (1995-2003), Classmates Media (2007-2010), and United Online,

Inc. (2003-2016). Co-founder of Crossfield Associates, LLC, a firm that provides expert marketing analysis for litigation as well as marketing strategy and research consulting services.

## **PROFESSIONAL MEMBERSHIPS**

Association for Consumer Research

## **COURSES TAUGHT**

Undergraduate (primarily at The Ohio State University)

Consumer Behavior; Advertising

Masters' (primarily at UCLA)

Consumer Behavior; Introductory Marketing; Advanced Marketing Management; Management of Distribution Channels; Global Marketing Management; Market Assessment; Marketing Strategy and Policy (Executive MBA Program)

Ph.D. (UCLA, Harvard, and Ohio State)

Consumer Behavior Theory and Research

Attribution Theory Research in Marketing

Doctoral research paper supervision

## **THESIS ADVISING**

Chair, Ph.D. Thesis Committee 6 students

Member, Ph.D. Thesis Committee - 9 students

Member, Masters Examining Committee (Ohio State) - 3 students

## **RECENT COMMITTEE ASSIGNMENTS (UCLA only)**

Task Force on Women at Anderson, 2001 –

University Committee on Research, 1999-2001

Chair, Faculty Grants Program

Dean Search Committee, 1997-1999

Executive Education Advisory Committee 1997 – 1999

MBA Admissions Committee 1997-99

Academic Staffing Committee 1997-98

Faculty Executive Committee, 1993 - 1997

Professional Educational Task Force (University), 1993-94

UCLA Child Care Services Advisory Board, 1990 - present; Chair, 1991 - 1993